

GUJARAT TECHNOLOGICAL UNIVERSITY

CIVIL (TOWN & COUNTRY PLANNING) (48) TOURISM PLANNING AND SYSTEM MANAGEMENT

SUBJECT CODE: 2724807

SEMESTER: II

Type of course: Major Elective - III

Prerequisite: Understanding on urbanization and economics

Rationale: To understand the features of special regions & develop them with proper planning so as to create liveliness an aesthetic city in the concerned areas.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks						Total Marks
L	T	P		Theory Marks		Practical Marks				
			ESE (E)	PA (M)	ESE (V)		PA (I)			
						ESE	OEP	PA	RP	
3	2#	0	4	70	30	30	0	10	10	150

Content:

Sr. No.	Content	Total Hrs	% weightage
1	Tourism planning Tourism as system, Demand and supply, Creation of Urban Space for recreation and tourism, Principles of Recreation, Leisure and Tourism; Tourism system; role of international organization (WTO); different types of tourism developments and activities; market segment	11	20
2	Tourism ecology Natural resource assessment; Techniques of tourism potential analysis; Concept of Eco-tourism, Environmental threats and planning precautions; sensing tourism	10	18
3	Sustainable planning for tourism development Concepts and parametric analysis; Integrated wildlife, culture and tourism development; Tourism infrastructure development, Tourism Project conception and preparation for project report. Interrelationship of tourism and poverty alleviation; concept of accessibility for differently abled and old age tourists; characteristics of traditional and modern tourism;	17	32
4	Tourism management and economics Tourism System Management and Economics of tourism industry and development management. GIS application in tourism development, policies and programme at National State and District level. Tourism planning case studies.	14	26

Reference Books:

1. Colin Michael Hall (2008), "Tourism Planning: Policies, Process & relationship", Prentice Hall.
2. David Newsone (2008), "Natural area tourism Ecology impacts and management", Chainal View Publication.
3. Clare Gunn (2009), "Tourism Planning: Basics, Concepts, cases", France & Taylor Publication
4. Jagmohan Negi (2002); "Foundations for Tourism Development"; Galgotia Publishing Company (ISBN: 978-81-8598-944-0)

Course Outcome:

After learning the course the students should be able to:

Tourism Industry interventions with planning and management aspect, Knowledge of modern techniques of tourism planning and development are understood. Sensitivity is developed to identify potential tourism and incorporating planning for the same

Assignment work (Tutorial):

1. Students shall refer the books and reference materials and prepare answers to the assignment problems including the topics of syllabus.
2. Students independently to prepare a "Graduate Report" including different incidents; Innovative Technique and Practice and submit the same with presentation.
3. Students will independently study a case referring to tourism destination development by identifying potential, refer to relevant documents and prepare brief report which shall be presented.

Research Paper (RP):

Each students shall study at least two research papers from the listed journals on GTU portal. Each paper shall be studied – students shall prepare brief report on paper and present the findings. The same shall be presented among all students and submit to university.

Major Equipment:

Computers with higher configuration and internet, server.
DVR system with camera and hard drive for traffic studies

List of Open Source Software/learning website:

Google earth tool

Google books on Tourism

(https://www.google.co.in/search?q=Search+Books&tbm=bks&tbo=1&gws_rd=ssl#q=Tourism&tbm=bks)

Review Presentation (RP): The concerned faculty member shall provide the list of peer reviewed Journals and Tier-I and Tier-II Conferences relating to the subject (or relating to the area of thesis for seminar) to the students in the beginning of the semester. The same list will be uploaded on GTU website during the first two weeks of the start of the semester. Every student or a group of students shall critically study 2 papers, integrate the details and make presentation in the last two weeks of the semester. The GTU marks entry portal will allow entry of marks only after uploading of the best 3 presentations. A unique id number will be generated only after uploading the presentations. Thereafter the entry of marks will be allowed. The best 3 presentations of each college will be uploaded on GTU website